

CH-Vintage-FINAL

Designation List Report



Hartvigson, Chad

2022-07-21

PL Designations	00:01:27
DEF Counter	00:03:46
TOTAL RUN TIME	00:05:13



ID: CH-Vintage-FINAL

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DESIGNATION	SOURCE	DURATION	ID
6:22 - 6:24	Hartvigson, Chad 2022-07-21 6:22 Q. Mr. Hartvigson, first, could you state your full name 6:23 for the record. 6:24 A. Chad Allen Hartvigson.	00:00:07	CH-Vintage-FINAL .1
7:11 - 7:13	Hartvigson, Chad 2022-07-21 7:11 Q. Okay. And so do you understand that you are here today 7:12 to testify in your individual capacity? 7:13 A. Yes.	00:00:06	CH-Vintage-FINAL .2
7:19 - 7:22	Hartvigson, Chad 2022-07-21 7:19 Q. Do you understand that you are here today to also 7:20 testify as the corporate representative for Vintage 7:21 Brand, LLC? 7:22 A. Yes.	00:00:08	CH-Vintage-FINAL .3
9:03 - 9:06	Hartvigson, Chad 2022-07-21 9:03 Q. And what is the address for your primary place of 9:04 business? 9:05 A. 6415 Northeast 135th Place. That's Kirkland, 9:06 Washington 98034.	00:00:15	CH-Vintage-FINAL .4
128:15 - 129:16	Hartvigson, Chad 2022-07-21 128:15 Q. Okay. And what is the difference between what Vintage 128:16 Brand does and what Prep Sportswear does? 128:17 A. So Vintage Brand is a company that curates historical, 128:18 artistic images and makes those available to the 128:19 consuming public to purchase, with those reproduced on 128:20 different forms of merchandise. Vintage Brand does 128:21 everything on their own brand, so all of the items are 128:22 Vintage Brand branded products. 128:23 Prep Sportswear works in a different market, high 128:24 schools and youth sports teams, to print the names and 128:25 current schools and teams on products. And they do 129:01 Chad A. Hartvigson 129:02 printing on other people's branded products, not Prep 129:03 Sportswear branded product. 129:04 Both companies, you know, operate their individual 129:05 websites and their technology stacks are entirely 129:06 different. Technology that runs both websites are 129:07 entirely different. And the manufacturing processes 129:08 that create the -- the goods are entirely separate and 129:09 different printing processes.	00:01:58	CH-Vintage-FINAL .5

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DESIGNATION	SOURCE	DURATION	ID
	129:10 Q. What's the difference in the manufacturing process		
	129:11 between the Prep Sportswear goods and the Vintage Brand		
	129:12 goods?		
	129:13 A. So the Vintage Brand products are printed with what's		
	129:14 called a dye-sublimation printing process, and the Prep		
	129:15 Sportswear products use embroidery, heat press, and		
	129:16 direct-to-garment printing.		
129:17 - 129:23	Hartvigson, Chad 2022-07-21	00:00:18	CH-Vintage-FINAL
	129:17 Q. And so none of the Prep Sportswear products are printed		.6
	129:18 with the dye-sublimation process?		
	129:19 A. That's correct.		
	129:20 And the Prep Sportswear also includes -- we talked		
	129:21 about the made-from-scratch items, which we call print,		
	129:22 cut, sew. So we print on white fabric, cut it, and sew		
	129:23 it to make a final garment.		
129:24 - 130:08	Hartvigson, Chad 2022-07-21	00:00:25	CH-Vintage-FINAL
	129:24 Q. And does Prep Sportswear sell products that use		.7
	129:25 university logos?		
	130:01 Chad A. Hartvigson		
	130:02 A. Yes.		
	130:03 Q. And does Prep Sportswear sell those products under		
	130:04 licenses?		
	130:05 A. Some of them.		
	130:06 Q. Does it sell products using university logos for which		
	130:07 it does not have a license?		
	130:08 A. Yes.		
130:17 - 130:19	Hartvigson, Chad 2022-07-21	00:00:05	CH-Vintage-FINAL
	130:17 Q. But sometimes you'll just sell the products without		.8
	130:18 getting a license?		
	130:19 A. That's correct.		
130:20 - 131:13	Hartvigson, Chad 2022-07-21	00:01:00	CH-Vintage-FINAL
	130:20 Q. Are any of your reasons for getting a license as		.9
	130:21 opposed to not getting a license unrelated to legal		
	130:22 reasons?		
	130:23 A. No.		
	130:24 Q. Do you consider whether or not a school is likely to		
	130:25 sue you in deciding whether or not to secure a license?		
	131:01 Chad A. Hartvigson		
	131:02 A. No.		

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DESIGNATION	SOURCE	DURATION	ID
	131:03 Q. Do you consider the size of a school in deciding 131:04 whether or not to secure a license? 131:05 A. No. 131:06 Q. Do you consider whether the school has registered 131:07 trademarks in deciding whether or not to get a license? 131:08 A. Yes. 131:09 Q. Vintage Brand has no licenses with anyone, correct? 131:10 A. That's correct. 131:11 Q. But Vintage Brand is using Penn State registered 131:12 trademarks on its merchandise, correct? 131:13 A. I don't know.		
131:14 - 131:23	Hartvigson, Chad 2022-07-21	00:00:25	CH-Vintage-FINAL .10
	131:14 Q. Does it make any difference to you in deciding whether 131:15 or not to use an image if it's a registered trademark 131:16 or not? 131:17 A. Could you repeat that? 131:18 Q. Does Vintage Brand consider whether an image is a 131:19 registered trademark before putting it on merchandise? 131:20 A. Yes. 131:21 Q. If it's a registered trademark, will Vintage Brand not 131:22 use it? 131:23 A. Yes.		
231:07 - 231:18	Hartvigson, Chad 2022-07-21	00:00:27	CH-Vintage-FINAL .11
	231:07 Q. All right. So, I believe you testified earlier you 231:08 don't have any knowledge of who Vintage Brand's 231:09 customers are. Is that correct? 231:10 A. That's correct. 231:11 Q. So I take it you've never conducted any research 231:12 into -- well, I won't -- 231:13 Have you ever conducted any research into which 231:14 customers to target? 231:15 A. No. 231:16 Q. And do you have any idea as to the demographics of your 231:17 customers? 231:18 A. No.		

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